



Case Study

Goal: Build a presence in the M&E industry.

accedo:



“We have worked with Radical Moves for over 17 years. Its understanding of strategic marketing and global PR strategies for high tech companies, while still being agile enough to individually care about customers make Radical Moves our preferred choice of agency.”

Michael Lantz, CEO, Accedo

Challenge:

When we began working with Accedo in 2007, it was a relatively small company with its headquarter in Stockholm, Sweden. Over the past 11 years, the company has grown phenomenally and with it our approach to PR, although some key elements have remained important throughout. Over time, there has become an increased need for more global campaigns, reaching every corner of the globe and commenting on market trends both on a global and regional scale.

What we did:

- Grew thought leadership position with opinion articles and comment opportunities, as well as media and analyst outreach.
- Planned, drafted, and issued press releases.
- Coordinated and submitted speaking proposals at global events.
- Created, grew, and managed social media channels.
- Submitting award entries.
- Planning and managing content calendar.

Results:

- Significant increase in features year on year (56 in 2023).
- Growing pickup for press releases (141 pieces of news coverage in 2023).
- Speaking engagements at many of the major events including NAB, IBC, BroadcastAsia, Parks Associates Future of Video, Mobile World Congress, amongst others.
- Significant growth in social media followers. Currently 28,900 LinkedIn followers, 3,626 Twitter followers, 1,144 Facebook followers.
- 44 award wins between 2007 and 2024.
- Full pipeline of content.